



Appendix A 2. Tender Specifications

Organisation of a Marketing Programme for German Wine in the United States of America

Award procedure number: DWI 2026-10

1. Background and Objective

1.1. Background

The German Wine Institute (DWI) is the German wine industry's central marketing organisation. Its main purpose is to promote, both domestically and abroad, the quality and sales of wines from the 13 German wine-growing regions by carrying out non-competitive marketing activities. This essentially includes press and public relations work, the execution of information campaigns including corresponding events, the participation in national and international trade fairs as well as the organisation of wine presentations and events in cooperation with German producers all over the world.

1.2. Objective

The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are focused on the most important consumer markets in Europe and overseas. To gain a market presence of German wines in the U.S. of America for the years 2027-2032, the strategy includes raising the interest of consumers for German wines and increasing or consolidating sales of German wine products in this country. To establish this market presence a Service Provider shall exercise consistent marketing and public relations work through multi-channel activities and provide information on German still, sparkling and non-alcoholic wines, their producers and related topics relevant to the market.

2. Responsibilities of the Service Provider

The scope of responsibilities undertaken by the Service Provider shall include the following services:

2.1. Basic Services (General Basic Services, Basic Public Relation Services and Internet/Social Media Basic Services)

The Service Provider shall routinely perform the following tasks as basic services at a monthly fixed price including all external costs (including, but not limited to, shipping fees for promotional materials, adaptation of marketing materials, fees for market research or analysis tools, except travel expenses for attending an annual meeting of all Wines of Germany offices in Germany):

Service Conditions

The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of an office fully equipped with all the common means and channels of modern communication. These include IT equipment, e-mail, internet, telephones, etc. The normal business and availability hours shall be made public and adhered to by the Service Provider.

2.1.1 General Basic Services

The Service Provider shall perform the following tasks as **General Basic Services**:

a) Basic Information Service and Correspondence

- Particularly regarding exporters, agents, supermarkets, specialist retailers, catering trade, media and consumers
- Consulting service for German wine and sparkling wine producers for entering or already working on the U.S. market
- Expert point of contact for media representatives
- Creation and maintenance of a network of important and relevant contacts and multipliers in the U.S. of America in order to perform these responsibilities
- In correspondence and consultation, alternatives to in-person meetings should be considered, such as virtual meetings (video or teleconferences).

b) Retail trade/Catering Trade/Importers/Wine Market

- Identifying market potentials, concrete needs and opportunities for cooperation for German wine and sparkling wine producers
- Continuous compilation and updating of lists of American wine retailers, agents, distributors, top hotels and selected restaurants (including contact person for wine procurement)
- Adaptation of existing promotional material
- Distribution and shipment of promotional materials.

c) Statistics/Market Research/Marketing Strategy for the U.S. of America

- Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in the U.S. of America corresponding to the market situation and in line with the general strategy of DWI
- Transmission of statistics/market research
- Continuous transmission of statistics in relation to the use of social media (number of followers, etc.)
- Quarterly report on general activities.

d) Other Basic Services

- Storage of POS material and banners
- Attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days)

Important Notice: With regards to the above "General Basic Services" and as a basis for calculation, the DWI wants to point out the following:

In our experience, **general basic services take around 3-4 hours per week** in this market (estimated average over a year). Of course, it can be assumed that there will be a certain amount of extra work in the beginning. However, over time a certain routine makes the process easier and faster. Therefore, the estimated hours per month will probably not be exceeded.

2.1.2 Basic Public Relation Services

The Service Provider shall perform the following tasks as Basic Public Relation Services at a monthly fixed price including all external costs (including, but not limited to, subscriptions to relevant magazines or journals):

- Continuous monitoring of the U.S. media landscape
- Regular summary of current media clippings (TV, print and internet)
- Reports on the current situation and changes in politics and the wine sector
- Creation and distribution of generic press releases related to the DWI or German wine in general
- Creation and distribution of basic information publications related to the DWI or German wine in general.

Important Notice: With regards to the above "**Basic Public Relation Services**" and as a basis for calculation, the DWI wants to point out the following:

In our experience, **basic Public Relation Services take around 1-2 hours per week** in this market (estimated average over a year). Of course, it can be assumed that there will be a certain amount of extra work in the beginning. However, over time a certain routine makes the process easier and faster. Therefore, the estimated hours per month will probably not be exceeded.

2.1.3 Basic Internet and Social Media Services

The Service Provider shall perform the following tasks as Basic Internet and Social Media Services at a monthly fixed price including all external costs (including, but not limited to, language adaptations if required -see the "Important Notice" below):

a) Website maintenance

- The existing website available under www.germanwineusa.com shall be maintained, regularly updated, and further developed. They shall be the central point of contact and information and shall be linked to all other social media channels in connection with the campaign. They shall contain all events and press releases as well as information on German wines in the U.S. of America.
- All content management shall be provided by the bidder, while the DWI shall provide an already existing Open Source Typo3 Content Management System (CMS) and host the required server. If necessary, the Service Provider will get an introduction for the Typo 3 CMS. It will be mandatory for the bidder to work within the CMS of the DWI.
- The regular content creation as well as the content adaption and maintenance of the website about German wines are mandatory. In the event that new templates are needed the bidder

shall ensure that the created content by the bidder or any third party is in line with the CI and CD of the DWI. This refers to any possible technical implementation of suitable templates, extensions, plugins, etc. including new content. The bidder shall ensure that the content of the websites is checked daily for relevance of data and updated at least weekly.

b) Internet and Social Media

- Content creation and maintenance of all relevant social media networks (e.g. Instagram, Facebook, video channels, etc.). Social media channels must be updated at least once a week with unique content containing added value.
- Existing social media accounts are:
 - Facebook: GermanWineUSA
 - Instagram: GermanWineUSA

Important Notice: With regards to the above "Basic Internet and Social Media Services " and as a basis for calculation, the DWI wants to point out the following:

Regarding the desired content creation, any content that already exists on DWI portals (texts, statistics, photos, etc.) can and should be used instead of only creating own content. In most cases, only an adaptation in the respective language has to be created. Not every social media channel has to be updated with new content once a week but all social media channels in total at least once a week along with a regular update of the website. The DWI estimates an average workload of approx. **3-4 hours per week for the website and the internet/social media work** (estimated average over a year), but this may depend on the person responsible.

2.2. Additional Services

Upon separate request by the DWI, the Service Provider shall also perform the following tasks as additional services. These additional services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the U.S. market.

a) Media and Trade Trips to Germany

Invitations to, travel arrangements for and possibly accompanying of information trips for U.S. media, journalists, sommeliers, importers and/or retailers to the wine-growing regions of Germany. The selection and invitation of potential participants for multi-national information trips, flight bookings and implementing a questionnaire after the trip.

b) Special Press Conferences in Relation to Current Events

Selection of journalists, invitation, and preparation of information packs, search for venues, hosting of the conference and provision of support to DWI in discussions with media representatives.

c) Other Marketing Activities

The Service Provider shall carry out further marketing activities determined by the DWI in order to increase interest in and sales of German wines. The Service Provider shall also carry out generic promotion activities (for example Regulation (EU) No 1144/2014 of 22.10.14.) upon consultation with the DWI, which may be co-financed by the European Union and/or other national structural funding. Those generic promotion programmes may include marketing activities for other eligible agricultural products, which then will also be marketed by the Service Provider within the scope of

these promotional programmes.

d) Events/Fairs/Presentations

Events for the media, sommeliers, beverage retailers, restaurateurs, consumers, etc. upon suggestion by the Service Provider. The theme, the venue and, if necessary, the German wines to be presented at the venue shall be agreed on with the DWI beforehand. The Service Provider shall undertake the promotion, planning and implementation of accompanying online communication measures, organisation and management of the event, including the provision of translation services, if necessary.

2.3. Established Activities

The DWI activities listed here have already been established in the U.S. of America in the past years and will therefore probably be continued by the Service Provider in the next few years (subject to a specific commission from the DWI). The following explanations roughly describe the services to be provided by the bidder if DWI commissions one of these events. The General Rules for Event Management (Section 3) must always be observed by the bidder.

2.3.1. Trade Activities

Activities / Promotions with supermarkets and retailers

The service provider shall work closely with the relevant supermarkets and retailers in the U.S. of America where a majority of the German wines are sold. The supermarkets and retailers should be supported to develop the German wine category with new and existing listings. The aim is to ensure visibility and awareness of German wines to grow the category.

Contact with importers

It is mandatory that the WOG office keeps the contact with all importers of German wines to show support and to inform them about the scheduled programme.

Educational Activities

The Service provider should organize educational activities on German wines with wine schools and sommelier educational institutions. The aim is to inform and educate multipliers on the variety and high quality of German wines and their compatibility with modern cuisine.

Trips to Germany

If budget provides there should be at least biannually a trip to Germany with importers, sommelier and/or media. The Service provider shall organize the trip in cooperation with the German Wine Institute. The aim is to inform and educate multipliers on the variety and high quality of German wines and their compatibility with modern American and international cuisine.

2.3.2. Consumer Programmes

Consumer Shows/Fairs

The Service Provider shall participate at events which aim at an audience that is very wine and food-savvy. The Wines of Germany booth of the Service Provider shall showcase a selection of grape

varieties and shall invite visitors to experience new products, discover flavours and grape varieties from Germany that they were not familiar with before (e.g., dry Riesling wines or Pinot varieties).

The creation of own events with potential partners from the lifestyle sector is also possible and needs to address the potentially important consumers of German wines.

Above all, wines that are available in the market should be presented.

3. Sustainability and General Rules for Event Management

The German Wine Institute aims for a maximally sustainable organization and execution of events.

As part of the tender, bidders are required to submit a concept for the implementation of sustainable events in accordance with the guidelines for sustainable event organization published by the German Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU). This concept will be a central evaluation criterion, carrying a weight of 20% in the overall award criteria. The guidelines define clear objectives and measures for key areas of event planning, which should serve as a framework for the development of the concept. The guideline can be found at:

<https://www.bundesregierung.de/breg-de/suche/guidelines-on-sustainable-event-organisation-1836208> but will also be made available to the bidders in Stage 2 of the tender.

The submitted concept for achieving sustainable goals and measures will become an integral part of the subsequent contract and will form the basis for the execution of the agreed services. It must be implemented as submitted and ensured that the strategies, ideas, and measures outlined in the concept are carried out to meet the sustainability objectives in all relevant areas.

In addition to this concept, the following points and general rules of the DWI for event management must be complied with by the Service Provider according to the respective requirements. Any deviation from these general rules must be agreed upon with the DWI beforehand.

- Creation of a detailed catalogue of measures including a timetable and schedule, along with a determination of an appropriate action period.
- Creation of a budget plan. This budget plan constitutes a quote, which must be confirmed by the DWI as a partial order confirmation. The Service Provider shall conclude all contracts in his own name and shall be in charge of invoicing.
- The selection and booking of the venue shall be in accordance with the DWI.
- The event location should be chosen with consideration for accessibility via public transportation. If necessary, a shuttle service and/or carpooling should be organized when using transportation.
- Organisational requirements of events. The Service Provider shall be responsible for any and all agreements in order to guarantee a successful realisation of the event and shall provide all

the services agreed on with the DWI.

- Any and all necessary official permits and procedures shall be executed by the Service Provider.
- Further organisational services include the planning and booking of the exhibition area, the fair construction as a whole, light and sound design, interior design, branding, decoration, technical equipment, gastronomy, cloakroom, booking of speakers, hosts, artists, photographers, camera operators, etc., booking of medical services, staff including security service, cleaning service, service staff, bins, necessary permits, etc., if applicable.
- Preparation and execution of exhibitions. This includes the set-up of one exhibition booth per exhibitor, including cooler, spittoon, cooling system, glasses, water, bread, etc.
- Drafting, timing and preparation of the supporting programme, support of the exhibitors, speakers and media representatives before, during and after the event/fair. If required the Service Provider shall close fee-based contracts with speakers, hosts, artists, as well as interpreters, if necessary, and shall be in charge of making the corresponding arrangements for their services. If necessary, the Service Provider shall also book accommodations for speakers and other participants. The Service Provider shall furthermore instruct the participating exhibitors with regard the corresponding event and fair regulations. Procurement of wines available on the **American** market for the supporting programme and seminars in accordance with the theme and the DWI. Furthermore, the Service Provider shall provide logistics services to transport the wines, material and equipment to and from the venue.
- Design online catalogue for browsing. This shall include the user account-based data collection of exhibitors, data and content management, DTP, graphic design along with exhibitor registration including their data and all the exhibited products. The Service Provider shall process personal data only to the extent necessary for the provision of the services and in compliance with applicable data protection laws, including the GDPR where applicable and applicable U.S. federal and state privacy laws.
- Visitor promotion (consumers, gastronomy, media and trade) depending on the event and target group by specifically focused PR and marketing activities in the run-up to the event and in accordance with the DWI. The Service Provider shall develop a concrete advertising budget and target specific channels where the event shall be promoted in the run-up to it. This shall include media planning, coordinate media channels and developing and producing promotional material.
- Invitation management, follow up, exhibitors support in the run-up to the event, data collection of all exhibitors and exhibited products.
- Visitor invitation, support and management and, if applicable, ticket sales. Use of a web-based ticket system. The Service Provider shall provide a hotline with active response management.
- Development and formulation of legally sound Conditions of Participation for the events,

legally sound General Terms and Conditions for visitors and invitation and registration forms for participants.

- During the term of the contract the Service Provider shall be available for further questions throughout the normal business hours via e-mail and telephone.
- On-site presence of the Service Provider. The Service Provider shall oversee the event through on-site staff members and availability by telephone and e-mail. If more staff is needed the Service Provider shall recruit, brief and supervise it. The Service Provider shall be responsible for the coordination of the schedule and on-site management. On-site staff should be informed about sustainability-related measures and involved in the implementation of said measures.
- Preparation of the venue. The Service Provider shall coordinate and oversee the set-up of the event/fair. This shall include but is not limited to the furnishing, design, signposting and the overall preparation of the venue as a whole and the theme areas for the regions, the lounge and the supporting programme. The Service Provider shall coordinate all the exhibitors' equipment.
- In the interest of sustainability, transportation routes and the number of goods and materials deliveries should be optimized.
- The Service Provider shall furthermore be responsible for a seamless technical operation of the event. This includes technical facilities of the venue regarding data collection, technical equipment for the supporting programme, preparation and support for presentations, if required microphone support and recordings.
- On-site ticketing and admission, available hotline and active response management during the event and support for visitors and exhibitors. The Service Provider shall support the exhibitors during the check-in and throughout the course of the event as well as for the participation in the supporting programme.
- The Service Provider shall also be responsible for the support of all participants - exhibitors, speakers, hosts, artists, etc. - including guests like, for example, media representatives.
- The Service Provider shall operate and update social media accounts for the events/fairs in compliance with data protection and privacy during the event/fair and shall be responsible for live support and community management.
- The Service Provider shall coordinate and oversee the dismantling of the fair as well as any and all ordered services.
- The Service Provider shall document the event through photos, film and visitors' feedback, and hand out feedback questionnaires to exhibitors, For debut events an image film shall be made. The Service Provider shall ensure that any photo, video, feedback and social media

activities are carried out in compliance with applicable data protection, privacy, publicity, consent and intellectual property requirements.

- The Service Provider shall evaluate the event/fair including suggestions for improvement, process the exhibitors' feedback (**American** participants) and present the findings to the DWI no later than three weeks after the events providing all the corresponding receipts.
- No later than two months following the event the final controlling, the accounting for the event and the accounting for ticket sales shall take place, plus evidence for the spending of the Service Provider's fee and third-party costs (in the latter case including proof of individual receipt) shall be provided. For events that are held right before the turn of the year special arrangements can be made.
- Follow-up e-mail marketing, i.e. creating and sending out visitor reports with a list of the visited exhibitors including contact data.

4. Qualifications of the Service Provider

In terms of its public image, the Service Provider shall present itself as "Wines of Germany America". The Service Provider shall act on behalf of the DWI to promote sales of quality wines to third parties (gastronomy, media, retail, importers, trade associations, embassies, ministries, etc.) through the team leader/Head of Campaign but shall have no representative authority. A change of the Head of Campaign during the term of the contract shall be avoided for consistency reasons.

The Service Provider has gained experience in location marketing, acquisition of companies with intentions for internationalisation and in supporting them to enter the market.

The Service Provider is experienced in networking of companies, administration and political representatives and industry-based multipliers, amongst others, by organising and executing events and delegation trips.

4.1. Team Leader/Head of Campaign

The DWI shall have a main contact as a Team Leader/Head of Campaign on the side of the Service Provider. The Team Leader/Head of Campaign shall also be and act as the official and visible point of contact for the market presence of the DWI in the U.S. of America. The Service Provider shall be generally free in appointing the Head of Campaign but shall comply with the following requirements.

The Head of Campaign leads the team and shall have:

- Project experience running in marketing and PR campaigns
- Experience in organising and executing events and information trips
- Excellent English language skills with the ability to discuss business subjects including marketing, sales, and product management (minimum language level C2).
- profound knowledge of the wine industry and especially German wines.

4.2. Qualifications of the Team

The Service Provider shall have a staff with the following qualifications:

- Staff with event management experience
Responsibilities: Organisation of the events, including logistics, technical equipment, preparation services, staff management, exhibitors' and visitors' support, supporting programme, branding, printing, etc.
- Staff experienced in media and public relations work
Responsibilities: Content creation for internet publications or for other media publications, specifically targeted press work with regard to the corresponding action period.
- Staff with media planning experience
Responsibilities: Planning and coordination of all media placements and collaborations
- Staff with content management experience for websites
Responsibilities: Maintenance and ongoing updating of the website
- Staff with content creation experience in social media
Responsibilities: Live reporting during the event, post-reporting
- Staff for marketing-supported measures and follow-up
Responsibilities: Creation of concepts for in store promotions
- Staff for accounting
Responsibilities: Taking care of all billing issues

It is possible to place the same staff member in charge of more than one service, if this member is sufficiently qualified to take on these responsibilities.

These staff members shall have excellent English language skills (minimum level C2).

In agreement with the DWI, the Service Provider shall be entitled to subcontract tasks, provided that the sub-contractor's staff has the same qualifications as mentioned above.

5. Services Provided by the German Wine Institute

The DWI shall appoint a project manager as a point of contact for the Service Provider. This project manager as well as the head of department of the DWI shall be consulted for all agreements and approvals. The point of contact does not have to consist of a specific individual person. It shall rather be guaranteed that a permanent point of contact shall be provided.

The Service Provider may make use of the following services provided by the DWI:

Professional photos, information on German wines and the German wine market, market research results, statistics, brochures in various languages, social media channels, hashtags, the DWI's corporate identity, etc.